

# ACAVA

54 Blechynden Street  
London W10 6RJ  
[www.acava.org](http://www.acava.org)

## Fundraiser - Recruitment Pack

Dear applicant,

Thank you for your interest in the role of Fundraiser at ACAVA (the Association for Cultural Advancement through Visual Art).

The background to this role and detailed Job Description can be found below. An Application Form and Equal Opportunities Monitoring Form are also included.

Please answer the Application Question on page two of the Application Form, which is an important part of the application process.

ACAVA is committed to equal opportunities, diversity and inclusivity and we are keen to address any imbalances in our workforce. We encourage applications from all races, religions, genders, countries of origin, and sexual orientations.

## How to apply

Please complete and return:

- Completed Application form (including the Application Question).
- An up to date CV.

We encourage you to also complete and return the Equal Opportunities Monitoring

Form. All information given to us in the monitoring form will be separated from the application documents on receipt and held separately and anonymously for monitoring purposes only.

You will be required to provide proof of eligibility to work in the UK.

We are only accepting online applications for this post. If you have a disability that makes it difficult for you to provide us with information in this way, please email us at: [recruitment@acava.org](mailto:recruitment@acava.org) for assistance.

ACAVA will not store any of your details beyond this recruitment, and all enquiries and applications will be treated in the strictest confidence.

Once you have completed your application documents, please return them to: [recruitment@acava.org](mailto:recruitment@acava.org) with the subject line: Application for Fundraiser.

## Dates

**Closing date for applications:** 18 December 2020 at midnight.

**Interviews:** Applications will be assessed as they are received. Interviews will be held remotely (on Zoom) by individual arrangement with shortlisted candidates due to the changing COVID-19 circumstances.

You may be asked to complete a written exercise that relates directly to the role you are applying for. This will be followed by an interview with members of ACAVA's management team.

**Start date:** ASAP following appointment.

We very much look forward to receiving your application.

Yours faithfully,

Anne Carpentier  
General Manager

## About ACAVA

ACAVA (Association for Cultural Advancement through Visual Art) is an arts education charity that provides 20 affordable artists' studio buildings in London (16), Essex (3) and Stoke-on-Trent (1) supporting c.500 artists and cultural organisations.

For almost 50 years, ACAVA has been one of the UK's largest and most progressive studio providers – helping to define the affordable studio sector and making an immeasurable contribution to the visual arts, arts education, and community arts.

ACAVA is an innovative organisation. Ten years ago, it was the first large studio provider to establish buildings and artist communities in Essex. Five years ago, in collaboration with Stoke-on-Trent City Council and Arts Council England, we established 43 studios, gallery, and CPD programmes in an ambitious regeneration of the historic Spode ceramics factory of over 250 years.

ACAVA's public programmes deliver our charitable purpose and have championed the visual arts in health and wellbeing settings for over 30 years. This remains a core purpose of the organisation today and includes collaborations with clinics, hospitals, art therapists, local authorities, statutory bodies, and local communities.

Community programmes delivered from two studio buildings in North Kensington are testament to successful ACAVA, NHS, CCG, local authority, and community partnerships. These programmes engage diverse communities in the local area and build trusted relationships that span generations. Our delivery of post-Grenfell fire recovery arts programmes has been widely acclaimed.

Further information about ACAVA can be found on our website: [www.acava.org](http://www.acava.org).

## Fundraiser role

<b>Job title</b>	<b>Fundraiser</b>
<b>Contract</b>	Full time, 6-month fixed term contract with potential to become a permanent position, subject to finances.
<b>Hours</b>	37.5 hrs p/w between 9 and 5.30, Mon – Fri
<b>Salary</b>	£40,000 p/a pro rata
<b>Benefits</b>	Contributory pension, 22 days holiday p/a pro rata plus bank holidays
<b>Reports to</b>	CEO
<b>Manages</b>	None
<b>Key internal relationships</b>	CEO, General Manager, Senior Programme Manager, Communications Manager
<b>Location</b>	54 Blechynden Street, London W10 6RJ <u>MAINLY WORKING FROM HOME UNTIL FURTHER NOTICE</u>

## Purpose of role

To execute ACAVA's Fundraising Strategy with the CEO, including administration of the fundraising database, promotion of individual giving opportunities, including online donations and legacies, research regarding individuals and trusts, and writing applications to trusts and foundations.

## Key Responsibilities

### Fundraising Administration

- Identify an appropriate database for fundraising needs, using the database to log donations, send acknowledgements, and manage gift aid.
- Manage the income and expenditure budget for fundraising.
- Write fundraising reports for senior management and board.
- Set up and maintain online giving such as a Support Us page and a giving function on ACAVA's new website.

## **Fundraising Management**

Execute ACAVA's Fundraising Strategy alongside the CEO including:

- Renew existing trust supporters.
- Apply to new potential trust funders as outlined in the Fundraising Strategy.
- Research and develop a more comprehensive list of potential trust funders.
- Keep up to date with the most relevant statutory funding opportunities (including National Lottery programmes).
- Develop a programme for low-mid level gifts.
- Develop a major gifts and legacy giving programme.
- Explore the potential for Corporate Foundation support or Corporate In-Kind giving.
- Run a programme of cultivation events online or in-person.
- Integrate fundraising messages into regular marketing communications.
- Attend relevant fundraising courses to support skills development and keep up to date with the latest regulatory changes.

## **Fundraising Leadership**

- Provide fundraising leadership and guidance to colleagues.
- Maintain awareness of funding opportunities for arts and community programmes, charities, and organisational development.
- Oversee colleagues to ensure that all funding applications are professionally written and presented.
- Support the CEO and colleagues in submitting funding applications.

## **What we are looking for**

We are seeking a highly motivated experienced fundraiser to work alongside ACAVA's CEO to deliver the organisation's fundraising strategy and its accompanying administration, who will be comfortable working with senior management and board members to do this.

This is an exciting time to join a dynamic organisation with a strong, committed team working towards the delivery of a new culturally and socially driven mission.

## Person specification

The successful candidate should arrive with the essential elements from day one. The desirable elements indicate the experience, knowledge and attributes that could be developed in post, if the successful candidate does not possess them all from day one.

<b>Experience and knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Demonstrable experience of fundraising	X	
Demonstrable success in securing donations from individuals and trusts	X	
Evidence of writing compelling fundraising proposals or copy	X	
Experience of researching potential fundraising prospects	X	
Experience of strategic planning, target-setting and high-quality delivery		X
Experience of managing fundraising budgets		X
Experience of administering fundraising through a database	X	
Working in an arts context		X
<b>Skills</b>		
A good knowledge of fundraising	X	
Budget management	X	
Highly numerate and IT literate – including a good knowledge of Excel	X	
Self-starter with the desire to develop new fundraising initiatives	X	
Excellent time management skills with the ability to prioritise tasks and meet tight deadlines	X	
Excellent written and oral communication	X	
Always maintain a professional manner	X	
A good understanding of the mix of fundraising income streams and techniques		X
Ability to motivate others, including colleagues, to help achieve fundraising targets		X